

FOR IMMEDIATE RELEASE: March 23, 2015
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JULIE NAUMAN
Executive Officer

New Awareness Campaign Brings Real Life Depiction of Violent Crime

Education and Awareness Effort Hits Sacramento Buses, Website, Social Media

Sacramento, CA – The California Victim Compensation Program (CalVCP) has announced a new advertising campaign that will permeate Sacramento Regional Transit buses with images depicting the victims of violent crimes in an effort to raise awareness of the program that provides much needed services to victims of violence.

"We have always strived to ensure that anyone who needs our program should know about our program," said Julie Nauman, Executive Officer of the California Victim Compensation Program. "This campaign will allow us to continue to reach a broader community and let them know that CalVCP is here to help."



The transit advertising campaign will begin late March and run through the end of April reaching nearly 14 million people in the greater Sacramento area. A survey taken in 2014 showed that approximately 73 percent of the respondents reported they had never heard of CalVCP which is one of the reasons Sacramento was chosen for this campaign.

"This ad campaign will enable CalVCP to reach a diverse audience throughout the Sacramento area and ensure all victims of violent crime have the opportunity to utilize this state program," said Anne Marie Schubert, Sacramento County District Attorney. "I applaud the efforts of CalVCP and will continue to partner with them to ensure victims' needs are being met."



In 2014, CalVCP ran advertisements in San Francisco, Oakland, Antioch, and Richmond reaching over 58 million people. The impact of this Bay Area campaign led to a rise in victim compensation applications from victims who desperately needed financial and emotional support.

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The more applications CalVCP receives, the more this program can support victims which can help them move forward with their lives.

CalVCP has placed the ads on their website at <http://calvcp.ca.gov/campaign/> to share the artwork and continue to increase awareness. Anticipating positive results in the Sacramento region, CalVCP will conduct similar advertising efforts in the Riverside, San Bernardino, and San Diego areas.



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The California Victim Compensation Program (CalVCP) provides compensation for victims of violent crime who are injured or threatened with injury. Among the crimes covered are domestic violence, child abuse, sexual and physical assault, homicide, robbery, and vehicular manslaughter. Last fiscal year, the program assisted nearly 600 individuals each week, and provided over \$61 million in compensation to crime victims.

If a person meets eligibility criteria, CalVCP will compensate many types of services when the costs are not covered by other sources. Eligible services include medical and dental care, mental health services, income loss, funeral expenses, rehabilitation and relocation. Funding for CalVCP comes from restitution fines and orders, penalty assessments levied on persons convicted of crimes and traffic offenses, and matching federal funds.

For more information about victims' rights and services, visit CalVCP at calvcp.ca.gov.